

ORDER

**KSNV**

Orders
Order / Rev: 108356
Alt Order #: 06868681
Product Desc: Issue
Estimate: 2238
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	19	\$40,000.00	\$34,000.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	19	\$40,000.00	\$34,000.00	0.00
Totals	19	\$40,000.00	\$34,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	21%	\$40,000.00
Market	100%	\$190,476.19

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$57,142.86
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$53,333.33
KTUD	1%	\$1,904.76
KVVU	15%	\$28,571.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$9,523.81

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	Wake Up Early w/ Wagners	CM	430a-5a	MTWT--S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWT--S			1		\$400.00		0.00				

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E 1	KSNV	10/30/12	11/05/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWT--S	1		\$400.00		0.00						
E 2	KSNV	10/30/12	11/05/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	1	\$650.00	1	0.00	NM	1	\$650.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$650.00		0.00						
E 3	KSNV	10/30/12	11/05/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	2		\$650.00		0.00						
E 4	KSNV	10/30/12	11/05/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$1,000.00		0.00						
E 5	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$1,200.00		0.00						
E 6	KSNV	10/30/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	2		\$1,200.00		0.00						
E 7	KSNV	11/03/12	11/03/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$1,350.00	1	0.00	NM	1	\$1,350.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,350.00		0.00						
E 8	KSNV	11/03/12	11/03/12	News 3 Today - SATURDAY News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
News 3 Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,500.00		0.00						
E 9	KSNV	10/30/12	11/05/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$1,800.00		0.00						
E 10	KSNV	10/30/12	11/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$2,000.00		0.00						
E 11	KSNV	11/03/12	11/03/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$2,800.00		0.00						
E 12	KSNV	10/30/12	11/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--	1		\$2,800.00		0.00						
E 13	KSNV	10/30/12	11/05/12		CM	630-730pm	MTWTF--	:30	1	\$3,400.00	1	0.00	NM	1	\$3,400.00

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				M-F Jeop/Wheel											
JEOPARDY				M-F Jeopardy/Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--		1			\$3,400.00			0.00			
E 14	KSNV	10/30/12	11/05/12	M-F Early News	CM	5-630p	MTWTF--	:30	2	\$3,600.00	1	0.00	NM	2	\$7,200.00
				M-F Early News											
EARLY NEWS no 6PM NWS				on 10/3, 10/11,50/16,10/22											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--		2			\$3,600.00			0.00			
E 15	KSNV	10/30/12	11/05/12	Today Show	CM	658a-9am	MTWTF--	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--		1			\$3,800.00			0.00			
E 16	KSNV	10/31/12	10/31/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$6,400.00	1	0.00	NM	1	\$6,400.00
				Wednesday Prime 10-11pm											
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----		1			\$6,400.00			0.00			
													Totals	19	\$40,000.00